

How do you rank PulsePoint’s capabilities in the following areas compared to other partners you have worked with?

	Best in class	Significantly better	Same	Not better
Scale	16%	38%	38%	8%
Quality of audience	14%	62%	12%	12%
1:1 reporting (NPI)	35%	42%	19%	4%
Health contextualization technology	26%	48%	19%	7%
Access to granular health audiences	30%	56%	7%	7%
Health insights	19%	42%	31%	8%
Customer service	29%	48%	19%	4%
Platform UI / health workflow	4%	46%	38%	12%
View of the health customer	11%	63%	19%	7%

Source: TechValidate survey of 27 users of PulsePoint. Sample comprised of IT organizations who selected Differentiation and innovation for clients.



Validated

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